

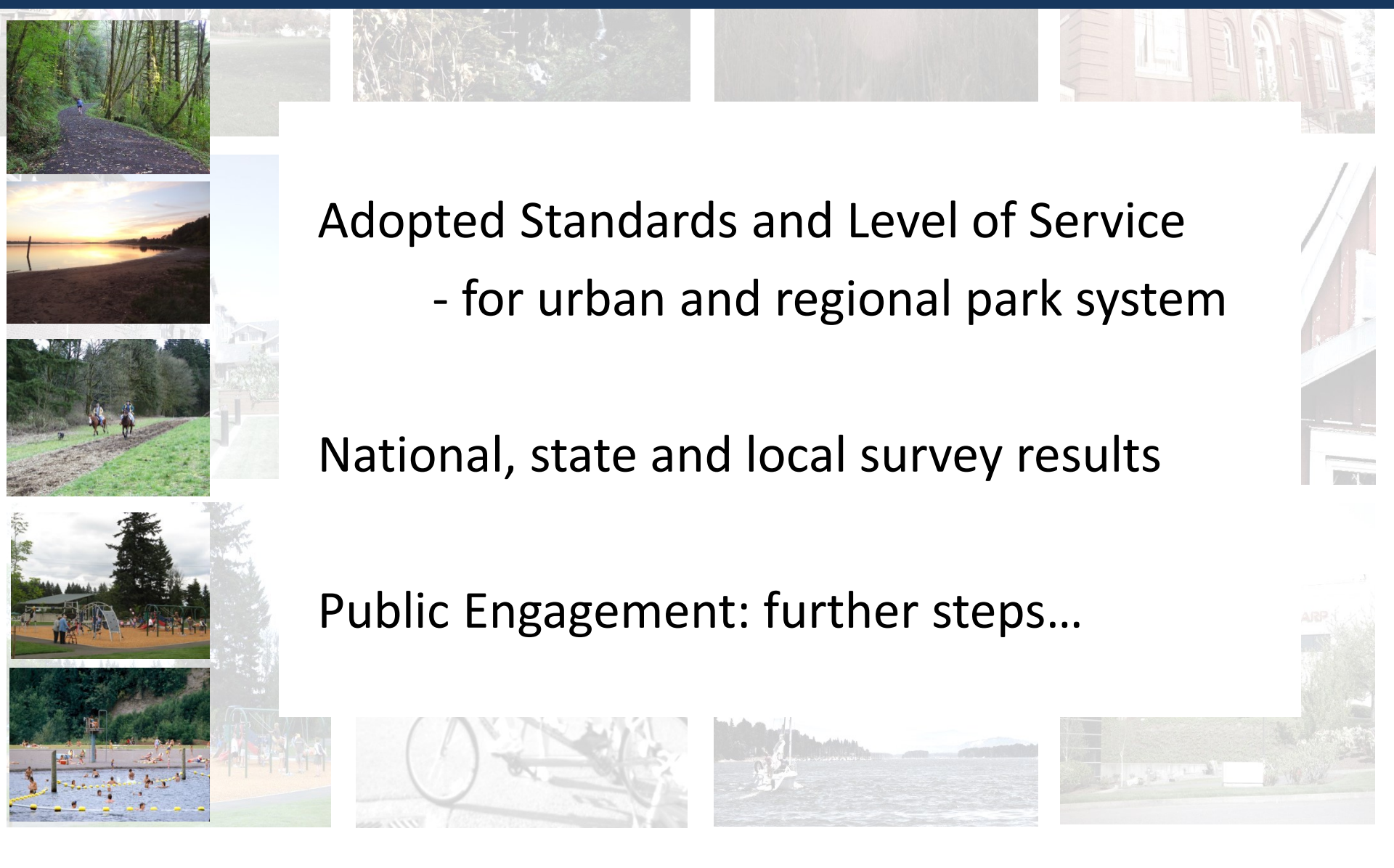
# Parks, Recreation and Open Space Comprehensive Plan Update

## Parks Advisory Board Work Session January 23, 2015

Jean Akers, Conservation Technician



# Establishing Need & Demand



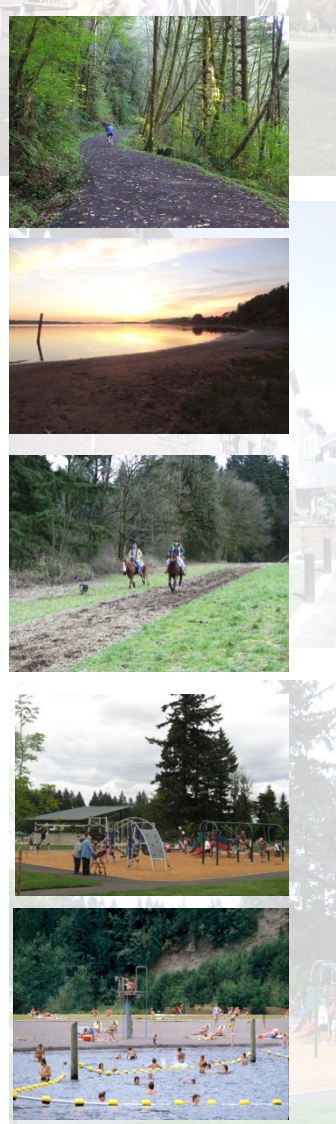
Adopted Standards and Level of Service  
- for urban and regional park system

National, state and local survey results

Public Engagement: further steps...

# National Surveys

- National Survey on Recreation and the Environment (NSRE) 2012
- National Sporting Goods Association, 2013
- 2014 Outdoor Participation Report (Outdoor Foundation)
- The Benefits of Parks: Why America Needs More City Parks and Open Space (Trust for Public Land, 2005)
- Outdoor Recreation Economy (Outdoor Industries Assoc.)
- Economic Analysis of Outdoor Recreation in Washington, 2015

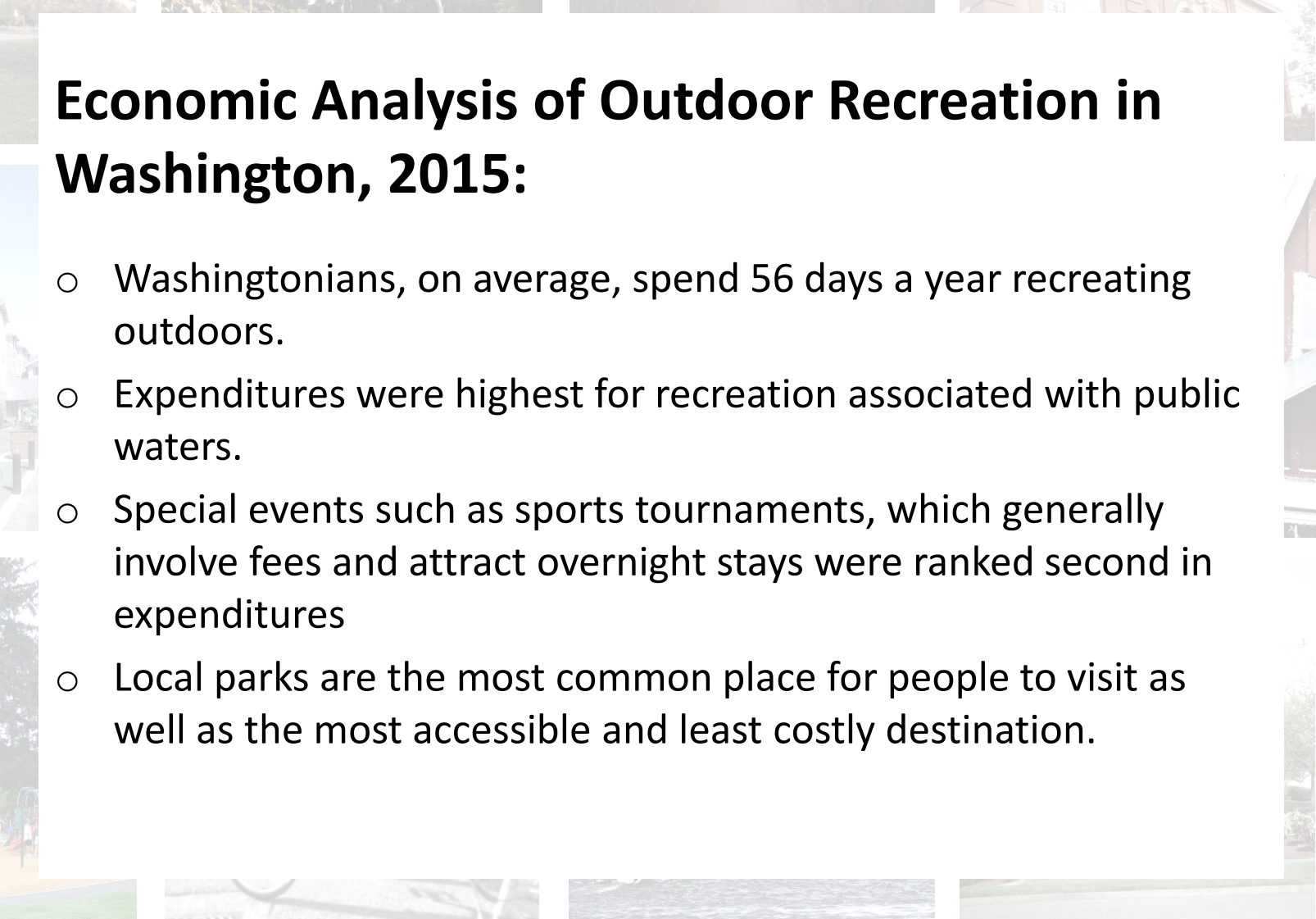




# OR - Economic Survey Results

## Economic Analysis of Outdoor Recreation in Washington, 2015:

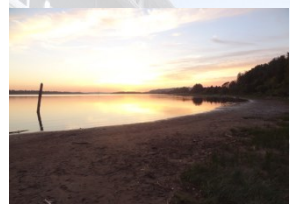
- Washingtonians, on average, spend 56 days a year recreating outdoors.
- Expenditures were highest for recreation associated with public waters.
- Special events such as sports tournaments, which generally involve fees and attract overnight stays were ranked second in expenditures
- Local parks are the most common place for people to visit as well as the most accessible and least costly destination.



# OR - Economic Survey Results

## **Economic Analysis of Outdoor Recreation in Washington, 2015:**

The study results show that outdoor recreation markets play an important role for bridging urban and rural communities. The outdoor recreation market is one of the largest markets in the state for moving income from urban to rural areas and building sustainable jobs in rural communities. The dynamics of the redistribution of wealth between the place of origin to the destination for recreation are important to many rural counties.

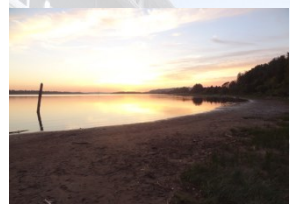


# OR - Economic Survey Results

Beyond its traditional economic contribution, benefits include:

- General improved quality of life,
- Improved physical health,
- Lower health care costs,
- Reduced juvenile crime,
- Less work absenteeism,
- Ecosystem services values (\$134-248 billion/year).

*“investment in outdoor recreation yields tremendous results.”*

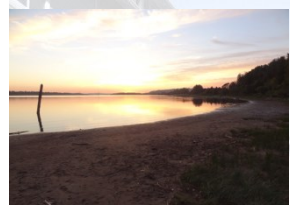
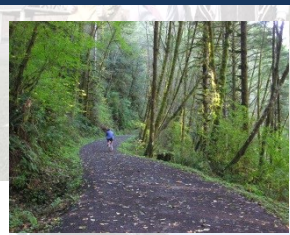


# Most commonly planned facility additions

## 2013 State of the Industry Report

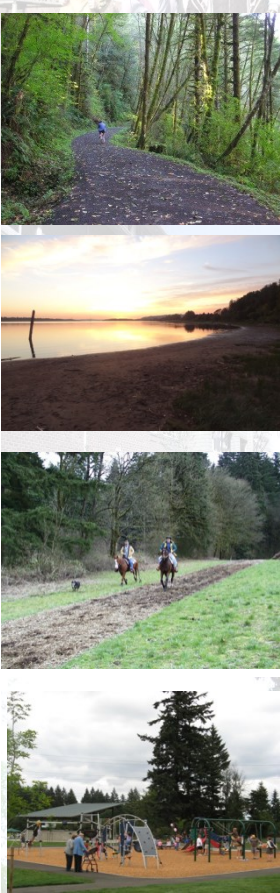
(Recreation Management magazine)

- Dog parks
- Splash play areas
- Trails
- Park structures, and
- Playgrounds





# State Recreation Trends



The 2013 Washington SCORP\* confirms that outdoor recreation is still an integral part of life for most Washington residents, 90% participate in the most popular category of activities, which includes **walking** and hiking, demonstrating the pervasiveness of outdoor recreation in Washington's culture.

*\*State comprehensive outdoor recreation plan (– see SCORP summary handout)*

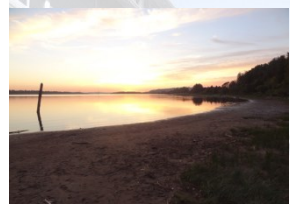




# WA SCORP Results

## Key issues identified across the state:

- **Creating new partnerships** is an important issue acknowledged by many providers to allow for the pooling of resources and/or sharing of costs.
- **Maintenance of existing public parks and/or recreation facilities** continues to face funding challenges and increased pressure to provide for growing populations or new user groups.
- **Increasing public access** is an important concern among recreation providers who work to keep facilities open and available as well as accommodate a diverse public.

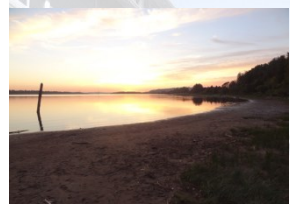


# Local Survey Results

## Community Survey, November 2013 (VCPRD)

### Summary of Findings:

- 96% park users; 83% trail users
- Highest ranked facility = *“walkable local parks that typically include playgrounds, pathways, benches and sport courts”*
- 67.5% use parks, trails, special facilities 12+ / year
- 89% favored the importance of having park or trail within walking distance
- Primary barrier to park use = *“not enough time”*



# Local Survey Results

## Community Survey, November 2013 (VCPRD) Summary of Findings: (continued)

- Most valued park amenities: hiking & biking trails
- 2<sup>nd</sup> rank park amenity = children play structures
- 3<sup>rd</sup> rank (tied) = access to rivers/lakes and picnic shelters
- Additional revenues should focus on “developing/building more parks” and “developing/building more local or regional trails” (given equal ranking)





# Next Steps



Assessment of NEED / DEMAND for Sports  
Fields and Trails

PIF Districts: Build-out scenarios

Capital Facilities Plan Compilation

Draft Parks Plan

# Public Engagement - Online



## Clark County Parks System Plan

*Share your ideas. Be heard. Build a better community.*

*Share this site with your network...*

Leveraging the power of the Internet and social media, MindMixer's online engagement tools connect organizations with community members who might not otherwise get involved.



# Public Engagement – Face-to-Face

## Calendar of Public Activities:

Work sessions

CVTV interviews

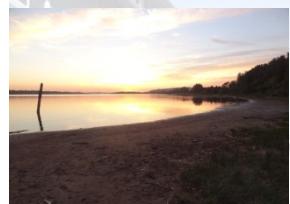
Open houses

Special stakeholder meetings

CC Planning Commission

BOCC work session

BOCC public hearing





# Advocacy Involvement

As Representatives for Parks Advisory Board:  
(Would an “advocacy kit” be helpful?)

- Outreach to Public & Professional Groups
- Talking Points
- Questions & Answers
- Goals & Agenda
- Face Time
- Relationship Building

